



## PERSPECTIVE

### Looking down the road

By Rick Dell, President, US Sales

Very recently, I had the extremely good fortune of gaining a unique perspective into the economic drivers that are beginning to shape the next iteration of the American business environment. The location of my de-briefing just happened to take place some 30,000 feet in the air on a transcontinental flight. My seat-mate, whose insight I found so enlightening, was the chief economist for a leading bank located in the Southeastern United States.

Naturally, I could not refuse the temptation to ask for his expert analysis on the state of the economy, the value of the government's economic stimulus plan, and the realities of a growing debt and high unemployment. Without going into too much depth, my newfound economist friend reinforced my opinions I've formed based upon the signs I'm seeing from the street: the recovery is real and vibrant, but debt and unemployment is a valid concern that the government must address. The stimulus program has made a solid impact, and we should hopefully see the labor market improving next year. And then my friend said something in passing that I found extraordinary, and particularly valid for Mitel's business.

"Don't think for a minute that businesses will not continue to carefully analyze how and when they make strategic capital investments," he warned. "My opinion is that this recent downturn has irreversibly changed the way businesses look at how they run their operations. Driving costs down will continue to be an important factor going forward. Any new product or service that can help a business improve productivity while reducing operating expenses and Total Cost of Ownership will be in the best position to succeed as the economy continues to ramp up."

In other words, now is not the time for delusions of grandeur as things begin to percolate. While Mitel has already been a

market leader in helping customers manage their businesses more effectively through the services and solutions we offer, our next major emphasis—transforming our business into a software-centric communications provider—couldn't come at a better time.

I assume that everyone who reads this article knows full well of the power of Mitel's technology arsenal. As of right now, tens of thousands of Mitel customers are leveraging our robust collaboration, unified communications, mobility and presence management tools to help address fundamental business challenges like generating leads, shortening sales cycles, streamlining operations, enhancing customer service, and—most importantly—shrinking both capital and operational expenses. I emphasize "most importantly" because without this important financial element, we greatly minimize the value Mitel brings to its customers.

Soon, we'll be bringing exciting virtualization solutions to market. With our partner, VMware, Mitel can further impact IT costs by bringing a comprehensive software-based communications solution to the market. While the features and functionality of our virtual solution will exceed those of any premise-based equipment manufacturer, the efficiencies of the virtualized platform will be impossible for businesses to ignore. Our software can reside on any industry-standard server within the data center, greatly reducing infrastructure and energy costs. Moves, adds and changes can be seamlessly performed, and the integration between business communications and other business functions will be seamless and robust.

But again, it won't be our technology that generates business; it's what we can do with the technology that will earn the confidence of our customers.

And this is where our channel training and support programs become critical ingredients in Mitel's recipe for success. Make no mistake—we are about to enter a world that differs dramatically from what we've become accustomed to in enterprise

communications.

As we begin to offer our virtualized solutions, we'll find ourselves speaking with CIOs and IT directors more frequently. In some cases, their pain points may be similar to what we've seen in hardware-centric PBX deployments, but more often than not, these professionals will want to understand how we can help cut their expenses in infrastructure, which in their world translates into servers and the requisite technology needed to operate a data center.

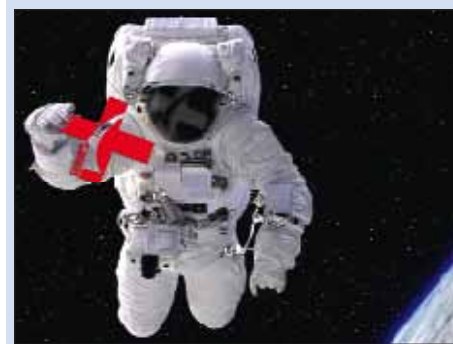
Just as importantly, we'll need to explain how Mitel's solutions reduce operating expenses—a key selling point as my economist friend pointed out. Again, this is where Mitel shines. Our technologies help our customers consolidate the number of servers they'll need to support, resulting in less power used, lower maintenance costs, easier implementation of upgrades and enhancements, and a reduced physical footprint – all adding to a more positive bottom line.

But, admittedly, this constitutes a different conversation than what many in our channel are familiar with. So to help our many channel partners make the transition from selling hardware-centric platforms to a software-centric solution, Mitel will be instituting a number of educational programs to help partners fully understand the new virtualized solutions we're putting forth, and become comfortable in selling these advanced solutions to the CIO suite. Comparable programs will be available to enable technical support staff to become absolutely fluent in virtualized technology, giving customers the confidence that they can count on Mitel for all their communications, regardless if it's a hardware- or software-environment, a large enterprise or small business. Mitel's core mission remains the same: Become an indispensable partner, and deliver value while others focus on technology.

As the dark clouds of the recession begin to break, now is not the time to change

what's worked so well for us for the past 40 years. As my friend the economist noted, business behavior has changed for the foreseeable future. While capital investments may slowly increase over time, the primary focus for American businesses will continue to be seeking ways to increase productivity while reducing operating costs.

For Mitel, that's music to our ears. ☎



### Frost & Sullivan Award

Mitel Dynamic Extension has been recognized by Frost & Sullivan as a recipient of the 2009 Best Practices Award for Global Enterprise Fixed Mobile Convergence (FMC) Product Differentiation Innovation. Mitel received the award in recognition of its ability to identify a growing market need, leverage its core competencies and introduce an effective solution. The award recognized Dynamic Extension's ability to successfully address the mobility demand of customers of all sizes, allowing them to gain access to FMC capabilities without replacing existing assets.

"One of the most important aspects of Mitel's Dynamic Extension is its adaptability," says Alaa Saayed, Frost & Sullivan research analyst. "While many alternative mobile solutions exist in next-generation architectures, legacy systems cannot easily convert multiple endpoints into their extensions. It allows businesses to place the solution on a generic server and use it as a gateway between the PBX and endpoints, and is a valuable capability for SMBs and enterprises alike."

Dynamic Extension delivers single-number reachability, enabling a call to a user's business number to simultaneously ring up to eight devices in a personal ring group. These devices can be any internal or external phone and need not include Mitel phones. It also provides seamless hand-off between devices. The software, an integrated function in Mitel Communications Director, provides a single voice mailbox and simple access to communications features from any location. It also extends user presence and availability to other staff and the corporate network so mobile employees' statuses are maintained and their identities stay the same for calls to and from any device. ☎

## BEYOND CONVERGENCE

### Mitel's game-changing virtualization strategy

For nearly a decade, the enterprise communications space has been dominated by the concept of "convergence," or bringing voice and data communications together under a single infrastructure. Convergence has been brought to market through such products as VoIP, unified communications, collaboration, and a host of mobility tools that have redefined how businesses communicate—and even operate.

But as visionary as convergence was 10 years ago, it pales in comparison to the potential benefits of virtualization.

"Virtualization is the next—and perhaps the most significant—step in converging

communications technology with other IT services and systems within the enterprise," explains Alan Zurakowski, manager of Business Development and alliances for Mitel. "Virtualization Allows companies to run Mitel Communications Director software and Mitel business communications applications on servers in the data center environment. This provides a number of profound efficiencies for businesses looking to reduce both capital and operating expenditures, as well as leverage a number of next-generation business tools."

The benefits offered through virtualization can be dramatic. Just from a hardware perspective, customers will be able to

consolidate network infrastructure by running the Mitel Communications Director and other applications on existing standard servers located in their data center. From this reduction in hardware alone, a business can experience lower power consumption, fewer support costs, a faster time to deploy new services, a smaller hardware footprint and improved business continuity.

"Since virtualization is software-based, it requires far fewer servers than existing telephony platforms," says Zurakowski. "Not only does this have a substantial impact in minimizing the actual number of servers needed to deploy communications

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## Mitel's TeleCollaboration breakthrough

The Mitel TeleCollaboration Solution isn't just the next step in videoconferencing: it's a revolution in virtual teamwork.

The Mitel TeleCollaboration Solution (TCS) combines high-definition collaboration and affordable telepresence in a "better than live" telecollaboration that vies with face-to-face meetings. Mitel TCS is another application that builds on Mitel Unified Communicator (UC) Advanced, where users choose the applications to build a customized solution that meets their organization's unique needs.

Launching a telecollaboration meeting or adding a new participant is as simple as making a phone call. Remote participants appear lifelike and life-size on large monitors across the table from you. Their movements are fluid, their voices are clear. Participants make eye contact and share perspectives and materials in full high-definition (HD) audio and video. Enhanced telecollaboration merges affordable telepresence with a high-definition collaboration environment where people can share and work together on documents, files and videos. An interactive whiteboard sparks brainstorming and collaboration in real time.

A cost-effective alternative to business travel, Mitel's TeleCollaboration Solution starts paying for itself right away. Considering travel expenses only, it's possible to realize a ROI in six to 12 months. Add productivity losses due to travel time and the cost of the telecollaboration solution can be recouped in three to nine months.

**For an interactive demo of the new Mitel TeleCollaboration Solution, visit [www.mitel.com](http://www.mitel.com).**



## INNOVATION

### Mitel Series X Collaboration: A quantum leap forward

On September 23, Mitel once again demonstrated its vision and commitment to meeting tangible business challenges with the release of Series X Collaboration, a comprehensive suite of collaboration solutions that allow businesses to break down the barriers of geography and time to improve productivity and increase efficiency across multiple cost centers.

Series X Collaboration is the second phase of Mitel's comprehensive Series X software strategy launched in April to help organizations enhance business performance by providing scalable, customized, integrated communications tools to meet their needs. Integrated with Mitel Communications Director software, the collaboration solutions provide organizations of any size or at any growth stage with choice and flexibility. Organizations have the choice of platform (Mitel 3300 IP Communications Platform, IBM, Sun, HP), desktop integration (Microsoft, IBM, Act!), and Mitel collaboration and mobility modules based on individual user requirements.

Among the featured new components are Mitel Unified Communicator (UC) Advanced, a single portal to various endpoints, devices and applications such as voicemail, audio and web conferencing, and presence management capabilities. Series X Collaboration also leverages the new Mitel TeleCollaboration Solution (TCS), a software-based tool that combines collaboration functionality with videoconferencing technology, providing businesses with a real-time productivity tool that can be accessed from virtually any location with an Internet connection.

"One of the biggest challenges facing businesses is the necessity of making premise-based applications and tools available to all members of the workforce, regardless of where they are located," explains Stephen Beamish, vice president of marketing and business development for Mitel. "Series X Collaboration represents a significant breakthrough for those that rely on seamless, robust communications with remote

offices, mobile workers, or even with customers and suppliers. This solutions suite delivers all the communications and collaboration functionality normally associated with the head office and makes them readily available to every member of the organization."

Mitel UC Advanced is the user's single-portal access to all devices and collaboration tools including deskphones, softphones, mobile devices, voicemail, secure instant messaging, presence, audio and web conferencing, desktop videoconferencing and document sharing. This interface enables users to configure up to eight devices of choice with Mitel or non-Mitel phones as extensions of the corporate network. Users also have the ability to add various modules based on their particular requirements so they can tailor their communications tools to fit needs. From within UC Advanced users have access to Mitel's Dynamic Extension, Audio and Web Conferencing, NuPoint Unified Messaging, Teleworker Solution, TeleCollaboration Solution, UC Advanced Softphone and UC Advanced Console.

The TeleCollaboration Solution (see sidebar) combines collaboration with multi-party, high-definition videoconferencing technology, providing full visual interaction with real-time desktop sharing. Requiring only 2.5 megs of bandwidth with the ability to adapt to network fluctuations, it's as easy to use as making a phone call. Remote workers or third-party participants can participate in sessions through a web browser, and users can record meetings and capture snapshots of the collaboration session. Being software-based, TCS offers low TCO by leveraging legacy equipment and integrating available standard components to help protect an organization's existing technology investments.

"As a growing communications software vendor, Mitel continues to invest in productivity-enhancing applications for organizations of all sizes which result in both business efficiencies and cost-savings," noted Mike Sapien, principal analyst with Ovum

Research. "Series X Collaboration not only elevates end users' communications experience within their offices, it extends the collaborative environment to remote employees, customers and suppliers." ☞

**For an interactive demo visit [mitel.com](http://mitel.com).**

## BEYOND VIRTUALIZATION

*Continued from page 1*

technology, it consumes less energy, and since virtualization is a standardized environment, customers will find it much easier to integrate new applications, devices and functionality into their communications solution."

Another important business process that is greatly aided through virtualization is the area of disaster recovery. Since all services in the virtualized environment are managed uniformly, a business can quickly resume all communications and IT services in the event of a disaster. With legacy technologies, however, voice communications, data communications, IT systems and other critical business services are all managed through separate networks, so restoring and/or resuming these services becomes a time-consuming and complex matter.

The key element in Mitel's ability to offer virtualized solutions to its customers is its strategic alliance with VMware, the market leader in providing virtualization solutions to enterprises around the world. VMware has a unique product portfolio that brings together previously divergent functions like IT, business software, storage and communications into a single infrastructure.

"VMware has amassed about 85 percent market share of the virtualized data center sector," says Zurakowski. "They are experts in streamlining and simplifying data center operations, and as a result, bring an incredible amount of knowledge and expertise to our partnership. Clearly, VMware agrees that delivering Mitel's robust and comprehensive communications solutions through the data center offers compelling benefits to any business."

The strategic relationship between the two companies has already resulted in the first successful deployment of voice in a virtualized environment. Announced in October, the solution allows Mitel Communications Director software to run on VMware's vSphere 4 platform. The joint Mitel and VMware solution enables organizations of all sizes to build internal clouds that transform IT into a dynamic, flexible service that delivers efficiency,

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## Dramatically improve business performance.

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- Stay connected ... anytime, anywhere
- Excel in customer service
- Be green

We help businesses of all sizes collaborate and communicate – simply and cost-effectively – by delivering award-winning IP solutions that dramatically enhance your business performance. Find out how Mitel is reinventing how successful organizations gain competitive advantage.



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## NEW APPROACHES TO BUSINESS COMMUNICATIONS

### Mitel's position in a rapidly-evolving market

By IntelliCom Analytics

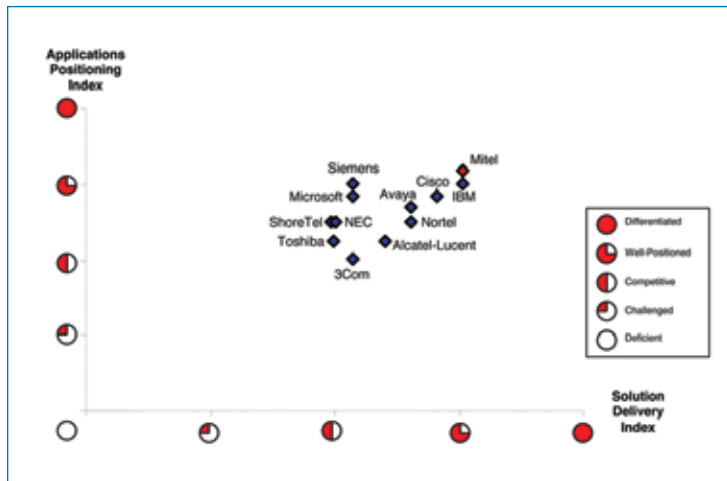
The Business Communications market has entered a new stage of evolution that is separate and distinct from the traditional TDM and IP Telephony (IPT) phases which preceded it. This next stage, Business Communications Software (BCS), is being driven by the emergence of software-centric delivery and value models providing new capabilities and benefits not previously associated with premise-based communication solutions.

Software-based provisioning of communication applications coupled with greater support for standards is fostering deeper integration with external desktop and business applications. This has broad potential to improve both overall staff efficiency and specific business processes. These approaches are also driving greater support for third-party open hardware, providing added flexibility and reduced costs for the customer. While BCS architectures do tie into IT technology initiatives such as data center consolidation, virtualization and the implementation of Services-Oriented Architecture (SOA), they also represent a significant change in mindset for those accustomed to more traditional approaches based primarily on technology and cost drivers rather than business benefits.

Unified Communications (UC) has emerged as a new class of productivity-enhancing capabilities for both individuals and organizations. It provides end users with greater control over how they communicate and collaborate with others while also boosting overall efficiency by making their preferences and status more transparent to the business as a whole. Additionally, it delivers targeted functionality that can be tailored to the needs of specific job functions and individual preferences. In this way a business can deliver the most appropriate functionality to specific employees based on their intensity of external communication, need to collaborate with others and other role-based requirements. Significant strides in mobility including transparent teleworking, enhanced integration of remote locations and seamless availability of business communications on mobile devices extend these capabilities virtually anywhere.

The benefits of BCS architectures and the UC applications they enable impact a broader array of business constituents than those that have traditionally made voice platform implementation decisions. This next stage of evolution will increasingly be driven by satisfying the needs of specific functional departments, management of particular lines of business and individual end users. Mitel has a rich history as a provider of traditional business communications solutions and has been very quick to embrace the key market shifts

of the past decade. Heavy research and development investment since becoming a private company in 2001 has resulted in a product portfolio shift to IPT and UC solutions. The net result is that Mitel has been



among the providers moving both existing and new customers to these next-generation solutions.

Mitel's efforts to adopt a more software-centric delivery model are most apparent in its evolving Mitel 3300 platform architecture. A traditional proprietary packaging model was initially utilized with it, but Mitel has been moving toward open hardware alternatives since shifting to the Linux operating system with Release 8. The development of the Mitel Communications Suite (MCS) took full advantage of these initial steps by delivering the Mitel 3300 ICP's call control functionality along with unified messaging, teleworking, web conferencing and mobility applications as part of an integrated UC software package. This integrated, software-based offering is delivered on a single server provided by strategic alliance partner Sun Microsystems. Mitel has expanded on these options by fully separating the platform's call control software from its gateway functionality. The resulting Mitel Communications Director software is now available on industry-standard servers from HP and IBM in addition to current joint solutions with Sun Microsystems and packaged Mitel 3300 appliances manufactured by Mitel. These delivery options provide a number of benefits to the customer. The first is that the packaging lowers costs and the number of servers required to implement a full UC software suite, reducing power consumption and more efficiently utilizing space. Integrating call control and UC applications onto a common solution like the MCS also eases implementation and management for the customer, while application inter-flow facilitated by this arrangement provides a tighter integration of user productivity and business process enhancing applications.

Looking ahead, Mitel and VMware announced a partnership in June of 2009 that will see the Mitel Communications Director and other UC applications delivered on VMware's new vSphere4 virtualization platform. Deploying Mitel communication applications in a virtualized environment will enable customers to consolidate servers and host UC from central datacenters that also support key business process applications. This will reduce costs while also more flexibly extending the spe-

cific UC functionality individual end users throughout an extended enterprise need.

IntelliCom's findings indicate that Mitel has made solid progress with respect to the implementation of a software-centric delivery and value model that strongly complements its ability to deliver comprehensive solutions targeted to the business benefits of specific customers. ☞

More at [intellicom-analytics.com](http://intellicom-analytics.com). Specific questions may be referred to Frank Stinson at [fstinson@intellicom-analytics.com](mailto:fstinson@intellicom-analytics.com).

## BEYOND VIRTUALIZATION

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control and choice within their infrastructures while dramatically lowering capital and operating costs.

In addition, Mitel has three unified communications applications – Mitel Unified Communicator Advanced, Mitel Contact Center Solutions and Mitel Enterprise Manager – that are VMware Ready. The combined solution maximizes hardware utilization, simplifies application management, enhances productivity-enhancing applications performance, and streamlines IT's business continuity requirements. Mitel MCD will be VMware Ready in first quarter 2010.

"Until now, the process of virtualizing voice has been quite difficult. The reason

is latency. While latency is accepted and even expected for certain applications, it is not an option for real-time applications such as voice," explains Stephen Beamish, Mitel vice president of Marketing and Strategic Partnerships. "Together, Mitel and VMware have solved this complex challenge, and as a result, users will experience voice just as they always have, while their organizations enjoy the benefits of virtualizing this application."

In preparation for the full-scale launch of the combined Mitel/VMware solution scheduled for early next year, Zurakowski is meeting with Mitel partners around the country to introduce and explain the concepts behind virtualization. From all indications, he says, the sales channel sees the limitless possibilities virtualization offers.

"The Mitel sales partners that we've met with clearly see how they can greatly benefit from the delivery of virtual solutions," reports Zurakowski. "Offering virtualized telephony applications will open more doors in the market. Now we'll be selling to the IT manager running the data center instead of the telephony manager in the IT department."

"This will require a different skill set for most telephony-based partners, however," he continues. "To help make the transition as seamless as possible, Mitel has been working hard with our partners to ensure a successful go-to-market channel strategy is in place for the launch. From what we've seen so far, many of our partners are eager to begin offering the virtualized solution, particularly as they realize how lucrative this business model can be." ☞

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## MITEL CUSTOMER EXPERIENCE

### Union Square Federal Credit Union enhances service, reduces costs with Mitel

Headquartered in Wichita Falls, Texas, Union Square Federal Credit Union provides a comprehensive range of banking and other financial services to its membership throughout the Wichita Falls and North Texas region. With four locations including a branch at

rectifying this situation and provide benefits for future expansion, we embarked on a process to identify the solution that would best serve our needs.”

When evaluating solutions, a number of factors came into play. The credit union wanted a platform that offered a full range of applications such as unified communications and collaboration tools. It also needed contact center capabilities to help improve the efficiency of its member support agents. Intuitive self-administration and network management tools were considered a plus for Union Square’s IT team, who routinely change or add users to the network. Lastly, they required a calculable ROI. Management needed to understand precisely how the new system would improve the organization from a revenue, operations and expenditure perspective.

“We came to Union Square relatively late in their vendor review process, and it was clear they had done their home-

work not just in terms of VoIP technology but also how they saw these solutions benefiting them down the road,” recalled Kirk Powell, managed services consultant with Mitel’s Dallas office. “From a product and application standpoint we knew our solutions would certainly exceed their short- and long-term expectations. And from a cost-benefit perspective Mitel can deliver a tangible return on investment, particularly when we run a deal through our Managed Services program. By combining our technology with the program’s ability to reduce capital expenditures and improve cash flow, we were able to make a compelling case.”

“Once we performed our due diligence on the Mitel technology and ran the numbers, it was an obvious choice,” reports Mannion. “As one might expect, security and reliability are of paramount importance to us, and the Mitel platforms we were able to network together over our existing IP network rate extremely high in this regard. In addition we can easily add or change users within the system whenever we need to, which helps us maintain a high level of efficiency.”

Union Square also elected to deploy several of Mitel’s applications to further improve operational performance, especially within its contact center.

“One of the most important elements is Mitel’s Contact Center Suite, a customer interaction management tool that enables organizations to gain consistent visibility into the performance of their contact cen-

ter,” explained Powell. “The application allows managers to obtain a number of productivity metrics such as agent response time, calls in queue and number of agents available. These measurements give them the ability to better assess their staff and shift resources during peak times.”

“We’re finding Contact Center Suite to be an extremely valuable asset,” continues Mannion. “The flexibility of the application is impressive. We’ve had staff members in remote locations log into the system during high-traffic hours to help out as customer service representatives. In addition we’re now able to link the suite with our internal member database. This allows our agents to retrieve pertinent account information quickly whenever a member calls into our center.”

In addition to its customer interaction software, Union Square utilizes Mitel’s IP-powered Unified Communicator, which features presence management and call routing capabilities.

“We’re very pleased with Unified Communicator. From an operational standpoint it streamlines our ability to interact with members, who know they can reach their intended party through a single phone number. This greatly enhances the service we deliver by allowing us to be more productive and responsive, even when working remotely.”

Satisfied with the technology, Union

Square still needed reassurance that the solution was the best choice from a return on investment and cost-benefit perspective. Mitel’s Managed Services program sealed the deal.

“Managed Services makes economic sense for a number of reasons,” said Powell. “Through this program customers do not make any capital investment in order to leverage technology. We deliver a complete solution including hardware, software, applications, maintenance and training, and even carrier services and data infrastructure, as a service for a fixed monthly fee. This allows customers to maximize their cash flow, and do what they do best—focus on running their businesses. In addition, Managed Services gives the customer a single point of contact. If there is a problem with the technology, whether it’s software, network services, or an application, Mitel is responsible to solve the issue. There’s no finger pointing or blame tossed from vendor to vendor. We’re the ones that answer to the customer.”

“When we examined the numbers, the value of the Mitel solution far surpassed what we were proposed by other PBX manufacturers,” concludes Mannion. “We’re estimating we save in the neighborhood of \$5,000 per month compared to traditional purchase options. It’s given us the ability to leverage a communications platform that will serve our needs well into the future.”



Sheppard Air Force Base, Union Square prides itself on its ability to deliver superior service to its members.

“While some may see Union Square as a mid-size financial services organization, we see ourselves as a credit union family who understands the needs and expectations of its new generation of members, and has the resources, ingenuity and drive to meet those needs and desires,” explains Joe Mannion, manager of information services. “Just like anywhere else in the country, our organization is constantly competing with local and regional banks and other lending institutions for members. One way we’ve responded to this is by employing advanced technology to help serve our members efficiently, conveniently and more securely.”

When it came time to choose a new voice communications solution, Mannion sought one that could deliver a number of productivity and efficiency tools that would serve a multitude of purposes. At the top of the list -- improving organizational continuity and enhancing member service.

“With over 100 employees spread out over several locations, streamlining communications with our legacy PBX was a challenge, to say the least,” notes Mannion. “In the past, transferring calls between locations was a process which resulted in slow response time to members and inefficient use of our staff’s time. Since we knew the networking efficiencies through VoIP technology would go a long way in

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